



6145-2

Outdoor Advertising- Special Multi-Message Permits

See document history

I. Policy

This policy is to address the conditions upon which Special Multi-Message Outdoor Advertising Permits for fully electronic multiple message outdoor advertising structures (electronic signs) may be issued in the State of Georgia. Issuance of a permit for an electronic sign is limited to Outdoor Advertising structures with conforming permits in good standing.

II. Conditions for issuance of Special Multi-Message Outdoor Advertising Permit for electronic signs

- i. Any permit for an electronic sign will include a maximum number of displays per cycle for the structure. No more than six (6) displays per minute will be allowed.
- ii. Any application for a revision to the sign or its displays shall be evaluated by the Department on a case-by-case basis, taking into consideration the sign location, history and current technology. Regular copy changes are not considered revisions.
- iii. All such signs shall be programmed to automatically freeze in a single display in the event of a malfunction or computer error.
- iv. The Department shall be provided with an on-call contact person and phone number for every permitted electronic sign. The contact person must have the ability and authority to make immediate modifications to the displays and lighting levels should the need arise. In the event the contact person is unobtainable or unresponsive, the permit holder grants to the Department the authority to access and disable the sign in cases of emergency or when the sign poses a threat to public safety.
- v. Such displays shall contain static messages only, changed instantaneously, through dissolve or fade transitions, or other subtle transitions that do not have the appearance of moving text

or images. In any event, such signs may not have movement, or the appearance of or illusion of movement, of any part of the sign structure, design, or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.

- vi. Dark backgrounds with light lettering or symbols are preferred between dusk and dawn to minimize detrimental effects. In any event glare, an excessive brightness in the field of view that causes loss in visual performance or annoyance, to jeopardize health, safety or welfare, is to be avoided.
- vii. Should the Department, at its sole discretion, until such time as an industry or Federal standard is developed, acting within accepted standards, find the sign, any display or effect thereon, to cause glare or impair the vision of the driver of any motor vehicle or which otherwise interferes with the operation of a motor vehicle, upon request, the owner of the sign shall, within one hour, reduce the intensity or contrast of the sign to a level acceptable to the Department, or make any other changes necessary to reduce the interference with the operation of a motor vehicle. Failure to make changes on request shall be cause for revocation of the permit.
- viii. Should any endangered or threatened species of wildlife be found nesting or foraging on or in close proximity to the structure, the sign face shall remain frozen until such a time as the Department, in conjunction with the sign owner and the Georgia Department of Natural Resources, Environmental Protection Division, determines the appropriate remediation to minimize potential harm from the sign or changes to the sign face.
- ix. Electronic signs shall, in addition to the requirements set out above, comply with the conditions for multiple message signs contained in the Code of Georgia and any other applicable laws, rules or regulations.

Authored by the Office of Maintenance, 404-635-8734

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- added to TOPPS: 10/13/06
- revised to update conditions for issuance and maintenance of special multi-message permits for electronic outdoor advertising signs contained in Number II: 08/22/07



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